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APPLICATION NUMBER: 60/638,416

FILING DATE: December 27, 2004

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PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53 (b)(2).

Docket Number		28989		Type a plus sign (+) inside this box ->	+ PTO
INVENTOR(s) / APPLICANT(s)					
LAST NAME	FIRST NAME	MIDDLE INITIAL	RESIDENCE (CITY AND EITHER STATE OR FOREIGN COUNTRY)		
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TITLE OF THE INVENTION (280 characters max)					
USE OF NUTRITIONAL UNITS AS REFERENCE UNITS FOR FOOD LABELING					
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STATE	VIRGINIA	ZIP CODE	22202	COUNTRY	USA

ENCLOSED APPLICATION PARTS (check all that apply)

<input checked="" type="checkbox"/> 14 pages of specification (including Abstract page)	<input checked="" type="checkbox"/> Assignment to: Centrion (Israel) Ltd.
<input type="checkbox"/> pages of sequence listing	<input checked="" type="checkbox"/> 4 Claims
<input checked="" type="checkbox"/> 38 sheets of drawings	<input checked="" type="checkbox"/> Applicant is entitled to Small Entity Status under 37 CFR 1.9 and 37 CFR 1.27
<input checked="" type="checkbox"/> 52 total pages	

THE FILING FEE HAS BEEN CALCULATED AS SHOWN BELOW:

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The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.

No Yes, the name of the US Government agency and the Government contract number are: _____

Respectfully submitted,

SIGNATURE Martin J. Moynihan

23 December 2004

Date

40,338

REGISTRATION NO.
(if appropriate)

TYPED or PRINTED NAME Martin Moynihan

Additional inventors are being named on separately numbered sheets attached hereto

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USE OF NUTRITIONAL UNITS AS REFERENCE UNITS FOR FOOD LABELING

Inventor: Roni Gordon

Overview of the CENTICAL Concept

The CENTICAL system is a *holistic and flexible framework for nutrition control*. The system embodies a paradigm shift in the food world by providing an *infrastructure for a new food measurement scheme* that constitutes a realistic tool for monitoring food intake, e.g., calorie counting. The system encompasses, *inter alia*, a method and system of monitoring or controlling nutritional intake of a subject; various food units, a food assembly, an individual portion food package, a multi-pack food package, a bulk food package, a bottle and cap, and a measuring cup, for use within the method and/or system; various indications; and a CENTICAL reference unit and its various applications. These and other aspects of the present invention are disclosed in PCT Application No. PCT/IL03/00413 titled "Personal Nutrition Control Method," filed on May 20, 2003 (and claiming priority from U.S. Utility Application No.10/151,106 filed on May 21, 2002), and in CIP Application No.10/853,708 also titled "Personal Nutrition Control Method," filed on May 26, 2004 (and claiming priority from U.S. Utility Application No.10/151,106 filed on May 21, 2002 and U.S. Provisional Application No.60/473,155 filed on May 27, 2003).

The framework allows consumers to define a nutritional budget and make informed, controlled and flexible choices about the food they eat within the budgeted limits.

To give consumers control over their food intake, the *CENTICAL method offers food portions in relevant units of nutritional content (e.g., calories) instead of selling food the traditional way (i.e., by weight or volume)*. Since a caloric budget is a frame of reference that can augment and improve any weight control method, the preferred application of the method includes packing and measuring foods directly in caloric content units. Other applications include packing and measuring foods in other nutritional content units, such as grams of carbohydrates or protein, etc.

Additionally, since adding round numbers is fast and easy, the preferred caloric content units are chosen to be round numbers. Furthermore, in addition to being

easy to use in calculations, the base caloric unit must be reasonable as a serving size, i.e., neither too small nor too large. Consequently, based on analysis of trends in the food industry, *an optimal base nutritional unit, 100 calories, is defined*. If 100 calories are the optimal base unit, *a new nutritional reference unit, the CENTICAL, is defined as a new base coin in food measurement.*

A CENTICAL system and method of monitoring or controlling caloric intake

A preferred embodiment of the CENTICAL concept is a system and method of monitoring or controlling nutritional intake of a subject, which comprises:

- (a) *Providing a plurality of food packages, containing a plurality of different types of foods, where each package contains a CENTICAL or a multiple of CENTICALs* (or in some cases half CENTICAL or multiples of half CENTICALs). For example, some foods may be offered in individual portion packages containing a CENTICAL-based portion as defined above (e.g., a one-CENTICAL container of yogurt). Some foods may be offered in multi-pack packages where each pack contains a single portion (e.g., a package of six one-CENTICAL ice cream bars). Yet other foods may be offered in bulk packages provided with the means of measuring out single minimum reasonable portions (e.g., a 15-CENTICAL package of cornflakes provided with a one-CENTICAL measuring cup). Yet other foods may be offered in packages that contain a multiple of CENTICALs that may not necessarily be divisible into individual same-sized CENTICAL portions (e.g., a bag of different-sized apples that contains a total of 7 CENTICALs, intended for consumption by one individual over a predetermined time period).
- (b) *Monitoring or controlling the number of CENTICALs consumed by the subject per eating session or per a predetermined time period* (preferably, but not necessarily, one day), thereby monitoring or controlling the nutritional intake of the subject.

CENTICAL Indications: Yet another aspect of the CENTICAL system is the use of CENTICAL indications, wherein each CENTICAL food product and portion has a label (preferably a removable sticker) on or in the package¹. Each CENTICAL indication (i.e., label) includes (I) the CENTICAL symbol and (II) primary nutritional information. The primary nutritional information is based on the relevant unit of nutritional content with which the food is packed or measured. For example, if

¹ The CENTICAL indication label is an addition to, not a replacement for, any nutritional labeling required by law.

the relevant unit of nutritional content is the CENTICAL, each CENTICAL indication will include a caloric value for the food product, for example, in CENTICALs. An indication may also include optional secondary information, which may be any selected additional information – possibly but not necessarily nutritional in nature (e.g., weight information). The secondary information is preferably displayed graphically as part of the indication.

CENTICAL Calorie Content Marking System: In the CENTICAL calorie content marking system, every CENTICAL product² is marked with a clear, preferably graphic, indication of its caloric content. In this regard, every food package will state the caloric content of the total amount of food it contains, whether an individual-portion product, a multi-pack or an economy pack. The total caloric content of multi-packs may be stated as a product of the caloric content of an individual portion and the number of portions in the pack. Furthermore, each individual pack/portion will also be marked with an indication of its caloric content. In the case of economy packages, if the package is equipped with a measuring tool for measuring individual CENTICAL-sized basic portions, the caloric content of the package can be stated as a product of the number of portions and the caloric content of a single portion. Additionally, the package can contain a page of removable stickers stating the caloric content of each portion. As described below, these stickers can assist in the tracking of caloric consumption and possibly provide additional selected information, as described below.

Other measuring tools/techniques that may be used in the CENTICAL system include, for example, markings on the food products, measuring jugs/cups and scales. Food markings allow measurement of partial quantities of the food product in CENTICAL units. A measuring jug/cup, which may be offered with a food package or separately, has markings for measuring out specified liquids or bulk foods (e.g., cereal) in CENTICAL units or its caloric equivalent. Scales allow measurement of foods (e.g., fruit) in CENTICAL units.

Secondary Information: The secondary information may include, for example, nutrition statements (e.g., "low sodium"), Food Pyramid Group Information (e.g., color of food group), relative to nutritional content information that is in demand (e.g., "low carb"), the product name, the product weight, etc.

A further aspect of the CENTICAL system is the CENTICAL diary, which facilitates the documentation by the subject of the nutritional components consumed.

² The CENTICAL product will include all food kinds, such as fresh food products, frozen food products, canned food products and beverages, including various arrangements therereof (e.g., a prepackaged lunchbox).

Consumers of CENTICAL products that want to document their food intake can simply remove the sticker from the personal CENTICAL portion eaten and stick it on the day's page in the CENTICAL diary. At the end of each day, the diary will show how many calories were consumed and other relevant information, such as which foods were eaten and how they were divided among the Food Pyramid Groups. Whereas other food packaging methods and configurations may provide a range of nutritional information, some of which is required by law, the method not only provides information to the dieter; but also provides an easy and foolproof way to accurately document that information. It is understood that such documentation may be medically required for accurate follow-up of disease treatment or for other purposes. Such documentation may also be used simply to assist a dieter to learn his/her actual nutritional needs and to incorporate appropriate eating habits into daily life.

The CENTICAL system is a tool that allows consumers to easily experiment to discover their individual caloric budget. Additionally, diets incorporating CENTICAL products will be more convenient and easy to follow and, thus, more effective.

Using Relevant Nutritional Content Units as Reference Units for Nutritional and Other Information

Food packages display a variety of data relating to the packaged food. Additional information is often displayed in labels located on or near the product's allotted shelf-space. For example, the amount of food in the package is stated, customarily in units of weight or volume. Macro and micronutrient content is stated per weight or volume unit (e.g. per 100g, per fluid ounce), or per serving, where the serving size is defined in weight or volume units (e.g. per a 30g serving of cornflakes with half a cup of skim milk). Price is stated per package, per total package weight, and/or per weight or volume unit.

This type of labeling makes it difficult for consumers who wish to eat within the framework of a nutritional budget to make informed, quick and simple comparisons between food options. For example, servings are not entities that it is reasonable to sum, i.e., it is not reasonable to set a daily "serving" budget (e.g. 20 servings per day). Consequently, for a subject trying to maintain a nutritional budget, comparing the nutritional content of a serving of cornflakes and a serving of yogurt is not a fruitful task. Likewise, it is not reasonable to set a daily food budget in weight units (e.g. 1 kg of food per day), and therefore it is not a fruitful task for a subject to compare the nutritional content of 50g cornflakes

and 50g yogurt. Furthermore, since some foods are measured in weight units and others in volume units, summing is not only unfruitful but also often impossible.

Consequently, in the present invention nutritional and non-nutritional information is stated relative to the nutritional units that are used to define a nutritional budget. In the preferred embodiment, calories and/or CENTICALs are used as the reference unit for nutritional and other information. Calorie/CENTICAL-focused labeling caters to the needs of subjects who maintain a daily caloric budget. Other embodiments may use other nutritional units as reference units. For example, subjects whose primary nutritional goal is to limit their carbohydrate consumption will want to compare the nutritional benefits of different foods that have the same carbohydrate content. These subjects will benefit from labels that are focused on carbohydrate content, which may state macro and micronutrient content relative to a portion defined in terms of carbohydrate content or relative to a fixed amount of carbohydrates (e.g. 10g), for example.

Calories (or CENTICALs) are the natural unit to use when defining a nutritional budget framework. First, calories are the common denominator of all foods and it is therefore feasible to sum total calorie consumption. Second, whereas it makes no nutritional sense to sum servings or grams eaten per day, it does make sense to sum the calories consumed. Third, it is commonly accepted that limiting caloric intake is a key, if not the key, to weight control. Experts and regulatory authorities are increasingly emphasizing the need for maintaining a caloric budget.

A subject who maintains a caloric budget will often want to optimize the nutritional content of the food consumed within the budget. In other words, within a caloric budget, it makes sense to compare the nutritional value of different foods relative to their caloric "cost". For example, whereas a subject may eat a 500-calorie lunch comprised entirely of chocolate, nutritional considerations will favor eating a 300-calorie chicken breast sandwich and a 200-calorie salad.

Stating nutritional information relative to a caloric reference unit will allow consumers to make an informed, quick and simple comparison based one or more nutritional components between all of the different types of foods, maximizing the nutritional value of the calories they consume. The present document augments Provisional Application No. 60/575,371 filed on June 1, 2004 and Provisional Application No. 60/583,601 filed on June 30, 2004 and further details how calories and/or CENTICALs may be used as reference units within the CENTICAL method or independently of the method.

Calorie-based units as reference units for nutritional information: Nutritional information in this respect includes, but is not limited to macro and micronutrient content. According to the present invention, in addition to or instead of stating a food's macro and micronutrient content per 100g or per serving or per container defined in weight or volume units, macro and micronutrient content may be stated per the total number of calories in the package, per pre-measured individual portion where the portion is defined in calorie units, per recommended or pre-measured serving where the serving is defined in calorie units, per 100 calories or per CENTICAL.

Calorie-based units as reference units for non-nutritional information: Other, non-nutritional information in this respect includes, but is not limited to weight, volume, or price. Thus weight, volume or price may be stated per the total number of calories in the package, per pre-measured individual portion where the portion is defined in calorie units, per recommended or pre-measured serving where the serving is defined in calorie units, per 100 calories or per CENTICAL. Stating the weight per caloric unit (e.g., 50g/CENTICAL), for example, provides a measure of "energy-density." To some people, energy density, i.e., how much energy a food contains in relation to its weight, or inversely, how much a food weighs in relation to its caloric content, may be more important than the total amount of energy a food has. Energy density relates to how satiating, or filling, a food is. For example, a large candy bar, which weighs 100 grams, may contain more calories than a meal of sirloin steak served with potatoes and broccoli, having a total weight of 400 grams. Thus, its high energy-density means that the large candy bar has a disproportionately high calorie content relative to its satiating effect. A subject maintaining a caloric budget will want to compare the relative satiating effects of different types of food that have the same caloric costs. For example, when seeking to optimize the satiating effect of a 5-CENTICAL lunch, the subject will prefer a meal of Chicken Breast, Broccoli and Baked Potato with a weight of 100g/CENTICAL (500g/5 CENTICALs) over meal of Hamburger (without the bun) and French Fries with a weight of 35g/CENTICAL (175g/5 CENTICALs), as the energy-density of the second option is 3 times higher than the energy density of the first option.

Examples of nutritional and other information stated relative to a caloric or CENTICAL reference unit

The following examples show the current nutrition labels of five different products, sold in the United Kingdom and in the United States, and various alternative labelling options that state different types of information relative to nutritionally relevant reference units. Note that in order to construct the new labels various calculations were performed on the values in the original labels. In some cases, and by way of example, these values were sometimes rounded and sometimes not, as regulations in different countries make different requirements in this respect.

Example No. 1: Cheetos Crunchy

The Cheetos Crunchy package shown in Figure 1 contains 10oz of product. The information on the label currently states the macro and micronutrient content per serving, which is defined as 1oz of product.

Nutrition Facts

Serving Size 1 oz. (28g)/About 21 pieces
Servings Per Container About 10

Amount Per Serving		% Daily Value*
Calories 160	Calories from Fat 90	
Total Fat 10g		16%
Saturated Fat 1.5g		8%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 290mg		12%
Total Carbohydrate 15g		5%
Dietary Fiber less than 1g		1%
Sugars 1g		
Protein 2g		
<hr/>		
Vitamin A 0%	•	Vitamin C 0%
Calcium 0%	•	Iron 4%
Vitamin E 6%	•	Thiamin 4%
Riboflavin 4%	•	Niacin 4%
<hr/>		
Phosphorus 2%		
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs.		
Calories 2,000 2,500		
Total Fat	Less than	65g
Sat Fat	Less than	20g
Cholesterol	Less than	300mg
Sodium	Less than	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4		

Ingredients: Enriched Corn Meal (Corn Meal, Ferric Sulphate, Niacin, Thiamin Mononitrate, Riboflavin, and Folic Acid), Vegetable Oil (Contains One or More of the Following: Corn, Soybean, or Sunflower Oil), Whey, Salt, Cheddar Cheese (Cultured Milk, Salt, Enzymes), Partially Hydrogenated Soybean Oil, Maltodextrin, Disodium Phosphate, Sour Cream (Cultured Cream, Nonfat Milk), Artificial Flavor, Monosodium Glutamate, Lactic Acid, Artificial Colors (including Yellow 6), and Citric Acid.
CONTAINS MILK INGREDIENTS.

Figure 1: Cheetos Crunchy, current label

Since the package contains a multiple of 100 calories (160 calories/serving × 10 servings/package = 1600 calories/package), the product fits into the CENTICAL method as is. Figures 2-11 show different ways of stating nutritional and other information on the package relative to caloric reference units. These labeling options may be used either within the framework of the CENTICAL system or independently.

N u t r i t i o n F a c t s		
Total Calories 1600		
Serving Size 160 calories (about 21 pieces)		
Servings Per Container about 10		
Amount Per Serving		
Weight 1oz (28g)	Calories from Fat 90	
% Daily Value*		
Total Fat 10g	16%	
Saturated Fat 1.5g	8%	
Trans Fats 0g.	0%	
Cholesterol 0mg	0%	
Sodium 290mg	12%	
Total Carbohydrate 15g	5%	
Dietary Fiber less than 1g	1%	
Sugars 1g		
Protein 2g		
Vitamin A 0%	• Vitamin C 0%	
Calcium 0%	• Iron 4%	
Vitamin E 6%	• Thiamin 4%	
Riboflavin 4%	• Niacin 4%	
Phosphorus 2%		
* Percent Daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
	Calories:	2,000 2,500
Total Fat	Less Than	65g 80g
Sat Fat	Less Than	20g 25g
Cholesterol	Less Than	300mg 300mg
Sodium	Less Than	2,400mg 2,400mg
Total Carbohydrates		300g 375g
Fiber		25g 30g
Calories per gram		
Fat 9	• Carbohydrate 4	• Protein 4

**Front of package marking
within the CENTICAL method:**

1600 Calories

Figure 2: Cheetos Crunchy, option 1 – macro and micronutrient content and weight are stated relative to a serving defined in caloric units, which is not a multiple of 100 calories

As in the original label, option 1 states macro and micronutrient content per serving containing ~21 pieces. However, whereas the original label defines the serving in weight units (1oz), the label in option 1 defines the serving in calorie units (160 calories). The leading message in the label is therefore caloric.

N u t r i t i o n F a c t s		
Total Calories 1600		
Serving Size 100 calories (about 13 pieces)		
Servings Per Container about 16		
Amount Per 100 Calories Serving		
Weight 0.62oz (17g)	Calories from Fat 56	
% Daily Value*		
Total Fat 6g	10%	
Saturated Fat 0.9g	5%	
Trans Fats 0g.	0%	
Cholesterol 0mg	0%	
Sodium 181mg	7%	
Total Carbohydrate 9g	3%	
Dietary Fiber less than 1g	1%	
Sugars 1g		
Protein 1g		
Vitamin A 0%	• Vitamin C 0%	
Calcium 0%	• Iron 3%	
Vitamin E 4%	• Thiamin 3%	
Riboflavin 3%	• Niacin 3%	
Phosphorus 1%		
* Percent Daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
Calories: 2,000 2,500		
Total Fat	Less Than	65g
Sat Fat	Less Than	20g
Cholesterol	Less Than	300mg
Sodium	Less Than	2,400mg
Total Carbohydrates		300g
Fiber		25g
Calories per gram		
Fat 9	• Carbohydrate 4	• Protein 4

Front of package marking
within the CENTICAL method:

1600 Calories

Figure 3: Cheetos Crunchy, option 2 – macro and micronutrient content and weight are stated relative to a serving defined in caloric units, which is a multiple of 100 calories

As in the original label and in option 1, option 2 states macro and micronutrient content and weight per serving. However, in this case, the serving is not merely defined in caloric units – its size is reset to a multiple of 100 calories. The leading message in the label is therefore caloric and each basic serving as well as the entire package conform to the CENTICAL method.

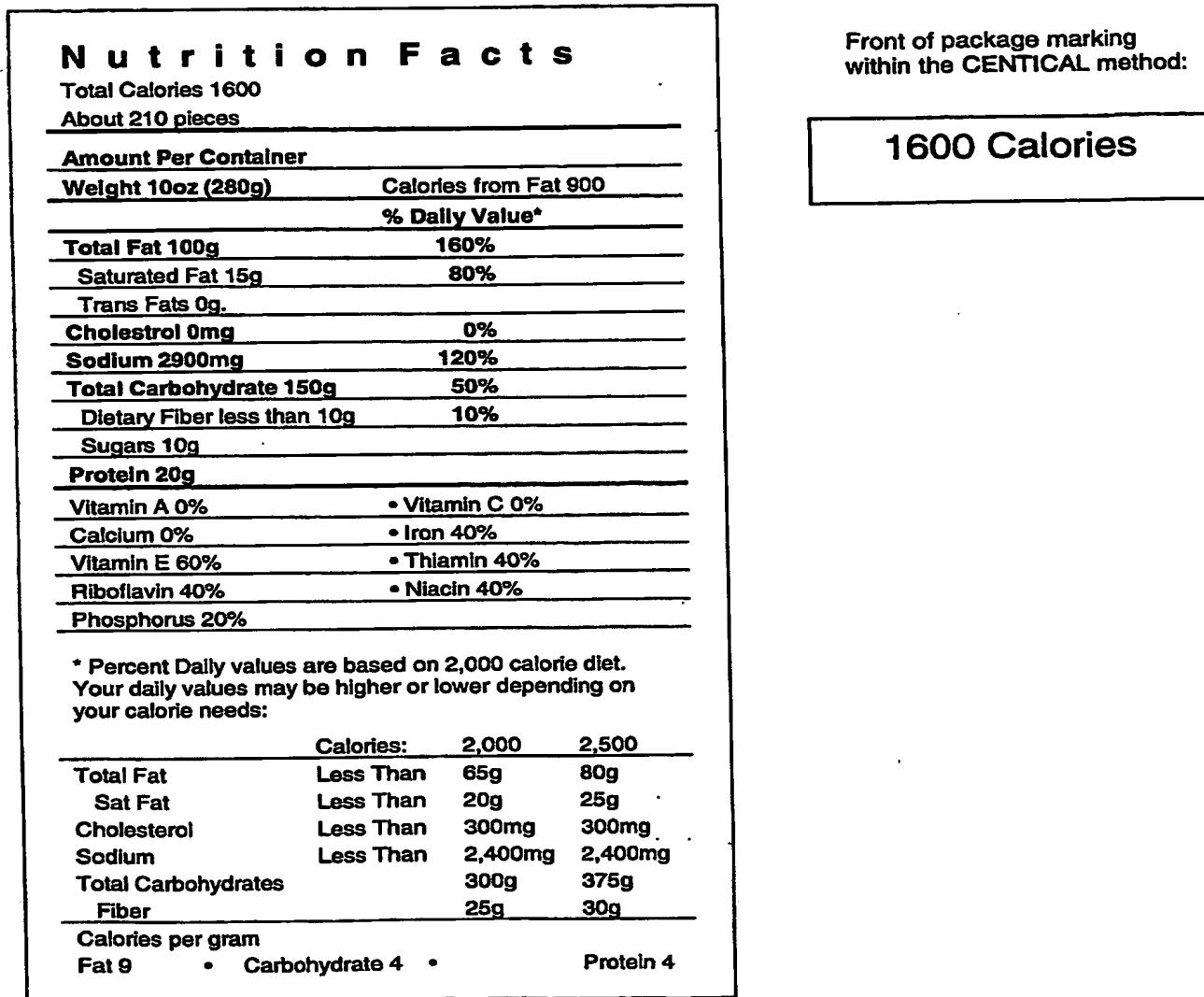


Figure 4: Cheetos Crunchy, option 3 – macro and micronutrient content and weight are stated per container, where the leading message is the total caloric content of the package, given in calories

Option 3 does not define a serving size at all. Rather, the leading message is the caloric content of the entire package and that is the reference unit used for all the additional information. (That is because eating an entire pack of snacks in one eating session by one individual is a common scenario).

N u t r i t i o n F a c t s				
Total CENTICALS 16				
Serving Size 1 CENTICAL (about 13 pieces)				
Servings Per Container about 16				
Amount Per 1 CENTICAL				
Weight 0.62oz (17g)	CENTICALS from Fat 0.56			
	% Daily Value*			
Total Fat 6g	10%			
Saturated Fat 0.9g	5%			
Trans Fats 0g.				
Cholesterol 0mg	0%			
Sodium 181mg	7%			
Total Carbohydrate 9g	3%			
Dietary Fiber less than 1g	1%			
Sugars 1g				
Protein 1g				
Vitamin A 0%	• Vitamin C 0%			
Calcium 0%	• Iron 3%			
Vitamin E 4%	• Thiamin 3%			
Riboflavin 3%	• Niacin 3%			
Phosphorus 1%				
* Percent Daily values are based on a 20 CENTICAL diet. Your daily values may be higher or lower depending on your calorie needs:				
CENTICALs: 20 25				
Total Fat	Less Than	65g	80g	
Sat Fat	Less Than	20g	25g	
Cholesterol	Less Than	300mg	300mg	
Sodium	Less Than	2,400mg	2,400mg	
Total Carbohydrates		300g	375g	
Fiber		25g	30g	
Calories per gram				
Fat 9	• Carbohydrate 4	• Protein 4		

Front of package marking
within the CENTICAL method:

16 CENTICALS

Figure 5: Cheetos Crunchy, option 4 – macro and micronutrient content and weight are stated relative to a serving defined in CENTICAL units (1 CENTICAL)

Option 6 is the same as option 2, stating macro and micronutrient content and weight relative to a serving defined in caloric units and set to a multiple of 100 calories. However, whereas option 2 defines the serving in calories, option 4 defines the same serving size in CENTICAL units. Recommended daily values are also stated relative to caloric budgets given in CENTICAL units.

N u t r i t i o n F a c t s		
Total CENTICALs 16		
About 210 pieces		
Amount Per Container		
Weight 10oz (280g)	CENTICALs from fat 9	
	% Daily Value*	
Total Fat 100g	160%	
Saturated Fat 15g	80%	
Trans Fats 0g.		
Cholesterol 0mg	0%	
Sodium 2900mg	120%	
Total Carbohydrate 150g	50%	
Dietary Fiber less than 10g	10%	
Sugars 10g		
Protein 20g		
Vitamin A 0%	• Vitamin C 0%	
Calcium 0%	• Iron 40%	
Vitamin E 60%	• Thiamin 40%	
Riboflavin 40%	• Niacin 40%	
Phosphorus 20%		
* Percent Daily values are based on 20 CENTICAL diet. Your daily values may be higher or lower depending on your centical needs:		
CENTICALs: 20 25		
Total Fat	Less Than	65g
Sat Fat	Less Than	20g
Cholesterol	Less Than	300mg
Sodium	Less Than	2,400mg
Total Carbohydrates		300g
Fiber		25g
Calories per gram		
Fat 9	• Carbohydrate 4	• Protein 4

Front of package marking
within the CENTICAL method:

16 CENTICALS

Figure 6: Cheetos Crunchy, option 5 – macro and micronutrient content and weight are stated per container, where the leading message is the total caloric content of the package, given in CENTICALs

Option 5 is the same as option 3, stating macro and micronutrient content and weight per container, defined in caloric units. However, whereas option 3 defines the total content in calories, option 5 defines the same content in CENTICAL units. Recommended daily values are also stated relative to caloric budgets given in CENTICAL units.

N u t r i t i o n F a c t s			
Total Calories 1600		Calories from fat/serving 90	
Serving Size 160 calories (about 21 pieces)		Calories from fat/100cals 56	
Servings Per Container about 10			
Per Serving		Per 100 Calories	
Weight	1oz (28g)	0.62oz (17g)	
Price	\$0.36	\$0.22	
% Daily Value*			
Amount		Per Serving	Per 100 Calories
Total Fat	10g	6g	16% 10%
Saturated Fat	1.5g	0.9g	8% 5%
Trans Fats	0g	0g	
Cholesterol	0mg	0mg	0% 0%
Sodium	290mg	181mg	12% 7%
Total Carbs	15g	9g	5% 3%
Dietary Fiber	less than 1g	less than 1g	1% 1%
Sugars	1g	0.6g	
Protein	2g	1g	
Vitamin A		0%	0%
Calcium		0%	0%
Vitamin E		6%	4%
Riboflavin		4%	3%
Phosphorus		2%	1%
Vitamin C		0%	0%
Iron		4%	3%
Thiamin		4%	3%
Niacin		4%	3%
* Percent Daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
Calories:	2,000	2,500	
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholest	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g
Calories per gram			
Fat 9	• Carbohydrate 4 •		Protein 4

Figure 7: Cheetos Crunchy, option 6 – macro and micronutrient content, weight and price are stated both relative to a serving defined in caloric units, which is not a multiple of 100 calories, and per 100 calories.

Option 6 states macro and micronutrient content, weight and price per 160-calories portion and per 100 calories. The leading message in the label is therefore caloric. In addition to the number of calories from fat, protein and carbohydrates per gram of product, the number of calories from fat is stated per 100 calories of product.

N u t r i t i o n F a c t s			
Total CENTICALs 1600		CENTICALs from Fat/serving: 0.9	
Serving Size 1.5 CENTICALs (about 21 pieces)		CENTICALs from Fat/CENTICAL: 0.56	
Servings Per Container about 10			
Per Serving		Per CENTICAL	
Weight	1oz (28g)	0.62oz (17g)	
Price	\$0.36	\$0.22	
% Daily Value*			
Amount		Per Serving	Per CENTICAL
Total Fat	10g	6g	16% 10%
Saturated Fat	1.5g	0.9g	8% 5%
Trans Fats	0g	0g	
Cholesterol	0mg	0mg	0% 0%
Sodium	290mg	181mg	12% 7%
Total Carbs	15g	9g	5% 3%
Dietary Fiber	less than 1g	less than 1g	1% 1%
Sugars	1g	0.6g	
Protein	2g	1g	
Vitamin A		0%	0%
Calcium		0%	0%
Vitamin E		6%	4%
Riboflavin		4%	3%
Phosphorus		2%	1%
Vitamin C		0%	0%
Iron		4%	3%
Thiamin		4%	3%
Niacin		4%	3%
* Percent Daily values are based on a 20-CENTICAL diet. Your daily values may be higher or lower depending on your calorie needs:			
CENTICALs		20	25
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholest	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carb		300g	375g
Fiber		25g	30g
Calories per gram			
Fat 9	• Carbohydrate 4 •		Protein 4

Figure 8: Cheetos Crunchy, option 7 – macro and micronutrient content, weight and price are stated both relative to a serving defined in CENTICALS which is not a multiple of CENTICALS, and per CENTICAL.

Option 7 is the same as option 6, except that caloric values are stated in CENTICALs rather than in calories.

N u t r i t i o n F a c t s				
Total Calories 1600				
Serving Size 160 calories (about 21 pieces)				
Servings Per Container about 10				
Amount	Per Serving	Per 100 Calories	Per Serving	Per 100 Calories
Weight	1oz (28g)	0.62oz (17g)		
Price	\$0.36	\$0.22		
% Daily Value*				
Total Fat	10g	6g	16%	10%
Saturated Fat	1.5g	0.9g	8%	5%
Trans Fats	0g	0g		
Cholesterol	0mg	0mg	0%	0%
Sodium	290mg	181mg	12%	7%
Total Carbs	15g	9g	5%	3%
Dietary Fiber	less than 1g	less than 1g	1%	1%
Sugars	1g	0.6g		
Protein	2g	1g		
Vitamin A	0%	0%	Vitamin C	0%
Calcium	0%	0%	Iron	4% 3%
Vitamin E	6%	4%	Thiamin	4% 3%
Riboflavin	4%	3%	Niacin	4% 3%
Phosphorus	2%	1%		
* Percent Daily values are based on 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:				
Calories:		2,000	2,500	
Total Fat	Less Than	65g	80g	
Sat Fat	Less Than	20g	25g	
Cholest	Less Than	300mg	300mg	
Sodium	Less Than	2,400mg	2,400mg	
Total Carb		300g	375g	
Fiber		25g	30g	
Calories from Fat/Carbohydrate/Protein per 100 Calories				
Fat 54	• Carbohydrate 36 •		Protein 4	
Calories from Fat/Carbohydrate/Protein per serving				
Fat 90	• Carbohydrate 60 •		Protein 8	

Figure 9: Cheetos Crunchy, option 8.— macro and micronutrient content, weight, price and calories from fat/carbohydrate/protein are stated both relative to a serving defined in calories which is not a multiple of 100 calories, and per 100 calories.

Option 8 is the same as option 6, except that calories from fat/carbohydrate/protein are not stated per gram but per 100 calories and per serving defined in caloric units, in line with the rest of the label.

N u t r i t i o n F a c t s				
Total CENTICALs 16 Serving Size 1.6 CENTICALs (about 21 pieces) Servings Per Container about 10				
Amount	Per Serving	Per CENTICAL	Per Serving	Per CENTICAL
Weight	1oz (28g)	0.62oz (17g)		
Price	\$0.36	\$0.22		
% Daily Value*				
Total Fat	10g	6g	16%	10%
Saturated Fat	1.5g	0.9g	8%	5%
Trans Fats	0g	0g		
Cholesterol	0mg	0mg	0%	0%
Sodium	290mg	181mg	12%	7%
Total Carbs	15g	9g	5%	3%
Dietary Fiber	less than 1g	less than 1g	1%	1%
Sugars	1g	0.6g		
Protein	2g	1g		
Vitamin A	0%	0%	Vitamin C	0%
Calcium	0%	0%	Iron	4%
Vitamin E	6%	4%	Thiamin	4%
Riboflavin	4%	3%	Niacin	4%
Phosphorus	2%	1%		
* Percent Daily values are based on a 20 CENTICAL diet. Your daily values may be higher or lower depending on your calorie needs:				
CENTICALS: 20 25				
Total Fat	Less Than	65g	80g	
Sat Fat	Less Than	20g	25g	
Cholest	Less Than	300mg	300mg	
Sodium	Less Than	2,400mg	2,400mg	
Total Carb		300g	375g	
Fiber		25g	30g	
Calories from Fat/Carbohydrate/Protein per CENTICAL Fat 54 • Carbohydrate 36 Protein 4				
Calories from Fat/Carbohydrate/Protein per serving Fat 90 • Carbohydrate 60 Protein 8				

Figure 10: Cheetos Crunchy, option 9 – macro and micronutrient content, weight, price and calories from fat/carbohydrate/protein are stated both relative to a serving defined in calories which is not a multiple of CENTICALs, and per CENTICAL.

Option 9 is the same as option 8, except that caloric values are given in CENTICALs rather than in calories.

Nutrition Facts

Total CENTICALS 16

Serving Size 1.6 CENTICALS (about 21 pieces)

Servings Per Container about 10

Amount	Per Serving	Per CENTICAL	Per Serving	Per CENTICAL
Weight	1oz (28g)	0.62oz (17g)		
Price	\$0.36	\$0.22		
% Daily Value*				
Total Fat	10g	6g	16%	10%
Saturated Fat	1.5g	0.9g	8%	5%
Trans Fats	0g	0g		
Cholesterol	0mg	0mg	0%	0%
Sodium	290mg	181mg	12%	7%
Total Carbs	15g	9g	5%	3%
Dietary Fiber	less than 1g	less than 1g	1%	1%
Sugars	1g	0.6g		
Protein	2g	1g		
Vitamin A	0%	0%	Vitamin C	0%
Calcium	0%	0%	Iron	4% 3%
Vitamin E	6%	4%	Thiamin	4% 3%
Riboflavin	4%	3%	Niacin	4% 3%
Phosphorus	2%	1%		
* Percent Daily values are based on a 20 CENTICAL diet. Your daily values may be higher or lower depending on your calorie needs:				
CENTICALS:		20	25	
Total Fat	Less Than	65g	80g	
Sat Fat	Less Than	20g	25g	
Cholest	Less Than	300mg	300mg	
Sodium	Less Than	2,400mg	2,400mg	
Total Carb		300g	375g	
Fiber		25g	30g	
CENTICALs from Fat/Carbohydrate/Protein per CENTICAL				
Fat 0.54	• Carbohydrate 0.36 •		Protein 0.04	
CENTICALs from Fat/Carbohydrate/Protein per serving				
Fat 0.9	• Carbohydrate 0.6 •		Protein 0.08	

Figure 11: Cheetos Crunchy, option 10 – macro and micronutrient content, weight, price and CENTICALs from fat/carbohydrate/protein are stated both relative to a serving defined in calories which is not a multiple of CENTICALs, and per CENTICAL.

Option 10 is the same as option 9, except that energy from fat/carbohydrate/protein per CENTICAL and per serving is stated in CENTICALs and not in calories.

Example No. 2: Marks & Spencer's All Butter Apple and Cinnamon Bites

The Marks & Spencer All Butter Apple and Cinnamon Bites package contains 200g of product, equal to ~20 biscuits. Figure 7 shows the information copied from the current product labeling. The current labels state the total weight of the package and the macro and micronutrient content per 100g and per serving (biscuit).



Nutrition		
Typical Values	Per 100g	Per Biscuit
Energy KJ	2125	210
kcal	510	50
Protein g	5.5	0.6
Carbohydrate g	64.6	6.5
of which sugars g	16.8	1.7
Fat g	25.2	2.5
of which saturated g	16.4	1.6
Fibre g	2.1	0.2
Sodium g	0.26	0.03
Equivalent as salt g	0.7	0.1

Guideline Daily Amounts		
Recommended by nutrition professionals for average adults		
	Per Biscuit	Woman
Calories	50	2000
Fat g	2.5	70
Salt g	0.1	5

Figure 12: Marks & Spencer All Butter Apple and Cinnamon Bites, current label

Since each biscuit contains a multiple of 50 calories, the product fits as is into the CENTICAL method. Figures 13-14 show different ways of stating nutritional and other information on the package relative to caloric reference units. These labeling options may be used either within the framework of the CENTICAL system or independently. Note that according to the current label, 100g of product contain 510 calories, i.e., the entire 200g package contains 1020 calories. Since each biscuit contains 50 calories, this would mean that the number of biscuits in the package is not an integer. An alternative explanation would be that while each biscuit contains 51 calories the value was rounded

down to 50, which is permissible according to the relevant British law. In the following calorie-based labeling options the total caloric content of the package is accordingly rounded down to 1000.

Nutrition			
Typical Values	Per 100 calories	Per Biscuit	
Energy Kcal		50	
KJ	420	210	
No. of units	2	1	
Weight	20g	10g	
Protein g	1.2	0.6	
Carbohydrate g	13	6.5	
of which sugars g	3.4	1.7	
Fat g	5	2.5	
of which saturated g	3.2	1.6	
Fibre g	0.4	0.2	
Sodium g	0.06	0.03	
Equivalent as salt g	0.2	0.1	

Front of package marking
within the CENTICAL method:

1000 calories
or
20 (cookies) ×
50 calories

Guideline Daily Amounts			
Recommended by nutrition professionals for average adults			
Per 100 Calories (2 U.)	Per Biscuit	Woman	Man
	50	2000	2500
Calories	10g		
Weight	2.5	70	95
Fat g	0.1	5	7
Salt g			

Figure 13: Marks & Spencer All Butter Apple and Cinnamon Bites, Option 1: Information is given per 100 calories and per biscuit with a caloric content that is a multiple of 50 calories

As in the original label, option 1 states macro and micronutrient content and weight per biscuit, which happens to contain 50 calories. But whereas the original label states macro and micronutrient content and weight also per 100g, option 1 states macro and micronutrient content and weight per 100 calories. The leading message is therefore caloric.

Nutrition		
Typical Values	Per CENTICAL	Per Biscuit
Energy CENTICALS KJ	420	0.5 210
No. of units	2	1
Weight	20g	10g
Protein g	1.2	0.6
Carbohydrate g of which sugars g	13 3.4	6.5 1.7
Fat g of which saturated g	5 3.2	2.5 1.6
Fibre g	0.4	0.2
Sodium g	0.06	0.03
Equivalent as salt g	0.2	0.1

Front of package marking
within the CENTICAL method:

10 CENTICALS
or
20 (cookies) ×
0.5 CENTICAL

Guideline Daily Amounts			
Recommended by nutrition professionals for average adults			
Per 1 CENTICAL (2 U.)	Per Biscuit	Woman	Man
CENTICALs	0.5	20	25
Weight	10g		
Fat g	2.5	70	95
Salt g	0.1	5	7

Figure 14: Marks & Spencer All Butter Apple and Cinnamon Bites, Option 2: Information is given per 1 CENTICAL and per serving, which is a well-defined consumption unit with a 0.5 CENTICAL caloric content

Option 2 is the same as option 1, except that caloric values are stated in CENTICALs rather than in calories. The leading message therefore has a CENTICAL focus.

Example No. 3: Tesco Bran Flakes Healthy Living

The Tesco Bran Flakes Healthy Living package contains 500g of product. Figure 15 shows the information copied from the current product labeling. The current labels state the total weight of the package and the macro and micronutrient content per serving (defined as 30g) of the product with 125ml semi-skimmed milk, and per 100g.

Allergy Advice																																																		
• Contains wheat, gluten																																																		
• This Product may contain traces of nuts, as it has been made in a factory that uses nut ingredients.																																																		
V Suitable for vegetarians																																																		
Ingredients																																																		
Wheat, Wheat Bran, Sugar, Malt Extract, Salt, Niacin, Iron, Pantothenic Acid, Thiamin, Riboflavin, Vitamin B ₆ , Folic Acid, Vitamin D, Vitamin B ₁₂ .																																																		
Nutrition																																																		
<p>A 30g serving of Healthy Living Bran Flakes 500g typically contains at least 30% of the recommended daily allowance of Vitamin D, Thiamin (B₁), Riboflavin (B₂), Niacin, Vitamin B₆, Folic Acid, Vitamin B₁₂, Pantothenic Acid and Iron.</p> <table> <thead> <tr> <th></th> <th>A 30g (1oz) serving with 125ml semi-skimmed milk provides</th> <th>100g (31/2oz) provides</th> </tr> </thead> <tbody> <tr> <td>Typical Composition</td> <td>671kJ 159kcal*</td> <td>1403kJ 331kcals</td> </tr> <tr> <td>Energy</td> <td>7.2g</td> <td>10.2g</td> </tr> <tr> <td>Protein</td> <td>26.4g</td> <td>67.1g</td> </tr> <tr> <td>Carbohydrate of which sugars</td> <td>11.4g</td> <td>17.2g</td> </tr> <tr> <td>Fat of which saturates</td> <td>2.7g* 1.5g</td> <td>2.4g 0.5g</td> </tr> <tr> <td>Fibre**</td> <td>4.2g</td> <td>14.1g</td> </tr> <tr> <td>Sodium</td> <td>0.3g</td> <td>0.6g</td> </tr> <tr> <td>Vitamines/Minerals</td> <td></td> <td></td> </tr> <tr> <td>Vitamin D</td> <td>1.5 µg (30% RDA)</td> <td>5.0 µg (100% RDA)</td> </tr> <tr> <td>Thiamin (B₁)</td> <td>0.5mg (34% RDA)</td> <td>1.4mg (100% RDA)</td> </tr> <tr> <td>Riboflavin (B₂)</td> <td>0.7mg (44% RDA)</td> <td>1.6mg (100% RDA)</td> </tr> <tr> <td>Niacin</td> <td>6.5mg (36% RDA)</td> <td>18.0mg (100% RDA)</td> </tr> <tr> <td>Vitamin B₆</td> <td>0.7mg (34% RDA)</td> <td>2.0mg (100% RDA)</td> </tr> <tr> <td>Folic Acid</td> <td>127.5µg (64% RDA)</td> <td>400.0µg (200% RDA)</td> </tr> <tr> <td>Vitamin B₁₂</td> <td>0.8µg (80% RDA)</td> <td>1.0µg (100% RDA)</td> </tr> </tbody> </table>				A 30g (1oz) serving with 125ml semi-skimmed milk provides	100g (31/2oz) provides	Typical Composition	671kJ 159kcal*	1403kJ 331kcals	Energy	7.2g	10.2g	Protein	26.4g	67.1g	Carbohydrate of which sugars	11.4g	17.2g	Fat of which saturates	2.7g* 1.5g	2.4g 0.5g	Fibre**	4.2g	14.1g	Sodium	0.3g	0.6g	Vitamines/Minerals			Vitamin D	1.5 µg (30% RDA)	5.0 µg (100% RDA)	Thiamin (B₁)	0.5mg (34% RDA)	1.4mg (100% RDA)	Riboflavin (B₂)	0.7mg (44% RDA)	1.6mg (100% RDA)	Niacin	6.5mg (36% RDA)	18.0mg (100% RDA)	Vitamin B₆	0.7mg (34% RDA)	2.0mg (100% RDA)	Folic Acid	127.5µg (64% RDA)	400.0µg (200% RDA)	Vitamin B₁₂	0.8µg (80% RDA)	1.0µg (100% RDA)
	A 30g (1oz) serving with 125ml semi-skimmed milk provides	100g (31/2oz) provides																																																
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Vitamin B₁₂	0.8µg (80% RDA)	1.0µg (100% RDA)																																																

Pantothenic Acid	2.2mg (37% RDA)	6.0mg (100% RDA)
Iron	4.3mg (30% RDA)	14.0mg (100% RDA)

RDA = Recommended Daily Allowance

This pack contains 16 servings.

A serving (30g) contains the equivalent of approx. 0.7g of salt.

* Calories/Fat per serving with whole milk: 183kcal/5.6g

Calories/Fat per serving with skimmed milk: 142kcal/0.8g

** Fibre has been determined by AOAC analysis.

Guideline daily amounts

Each day	Women	Men	Per serving
Calories	2000	2500	159
Fat	70.0g	95.0g	2.7g
Salt	5.0g	7.0g	0.7g

These figures are for average adults of normal weight.

Your own requirements will vary with age, size and activity level.

As calculated by Tesco

Per serving
2 1/2*

using information published by Weight Watchers Int'l Inc. for consumer information only. This product is not endorsed or sponsored by Weight Watchers Int'l Inc., the owner of the Points® trademark.
* using semi-skimmed milk

Storage

- Store in a cool, dry place.
- To retain freshness fold over inner bag after use.
- Best before end: see top of pack.

Additional information

- Contents may settle during transit.

500g e

Figure 15: Tesco, Bran Flakes Healthy Living 500g, current label

Since each 30g serving contains a multiple of 100 calories, the product as is conforms in part to the CENTICAL method. Figures 16-19 show different ways of stating nutritional and other information on the package relative to caloric reference units. These labeling options may be used either within the framework of the CENTICAL system or independently.

A - Major Allergens

- Contains wheat, gluten
- This Product may contain traces of nuts, as it has been made in a factory that uses nut ingredients.

V Suitable for vegetarians**Ingredients**

Wheat, Wheat Bran, Sugar, Malt Extract, Salt

Niacin, Iron, Pantothenic Acid, Thiamin, Riboflavin,

Vitamin B₆, Folic Acid, Vitamin D, Vitamin B₁₂.

Nutrition

Total Calories 1655. A 100 calories (30g) serving of Healthy Living Bran Flakes typically contains at least 30% of the recommended daily allowance of Vitamin D, Thiamin (B₁), Riboflavin (B₂), Niacin, Vitamin B₆, Folic Acid, Vitamin B₁₂, Pantothenic Acid and Iron.

A 100-calories
(30g/1oz) serving
with 59 calories
(125ml) semi-
skimmed milk
provides

Typical Composition Weight	100 calories provide	Energy	A 100-calories (30g/1oz) serving with 59 calories (125ml) semi-skimmed milk provides
	30g	671kJ 159kcal*	
Protein	3g	7.2g	
Carbohydrate	20.1g	26.4g	
of which sugars	5.2g	11.4g	
Fat	0.72g	2.7g*	
of which saturates	0.2g	1.5g	
Fibre**	4.2g	4.2g	
Sodium	0.2g	0.3g	
Vitamines/Minerals			
Vitamin D	1.5µg (30% RDA)	1.5 µg (30% RDA)	
Thiamin (B₁)	0.4mg (30% RDA)	0.5mg (34% RDA)	
Riboflavin (B₂)	0.5mg (30% RDA)	0.7mg (44% RDA)	
Niacin	5.4mg (30% RDA)	6.5mg (36% RDA)	
Vitamin B₆	0.6mg (30% RDA)	0.7mg (34% RDA)	
Folic Acid	120.0µg (60% RDA)	127.5µg (64% RDA)	
Vitamin B₁₂	0.3µg (30% RDA)	0.8µg (80% RDA)	
Pantothenic Acid	1.8mg (30% RDA)	2.2mg (37% RDA)	
Iron	4.2mg (30% RDA)	4.3mg (30% RDA)	

RDA = Recommended Daily Allowance

This pack contains 16 servings.

A serving of 100 calories (30g) contains the equivalent of approx. 0.7g of salt.

* Calories/Fat per serving with whole milk: 183kcal/5.6g

Calories/Fat per serving with skimmed milk: 142kcal/0.8g

** Fibre has been determined by AOAC analysis.

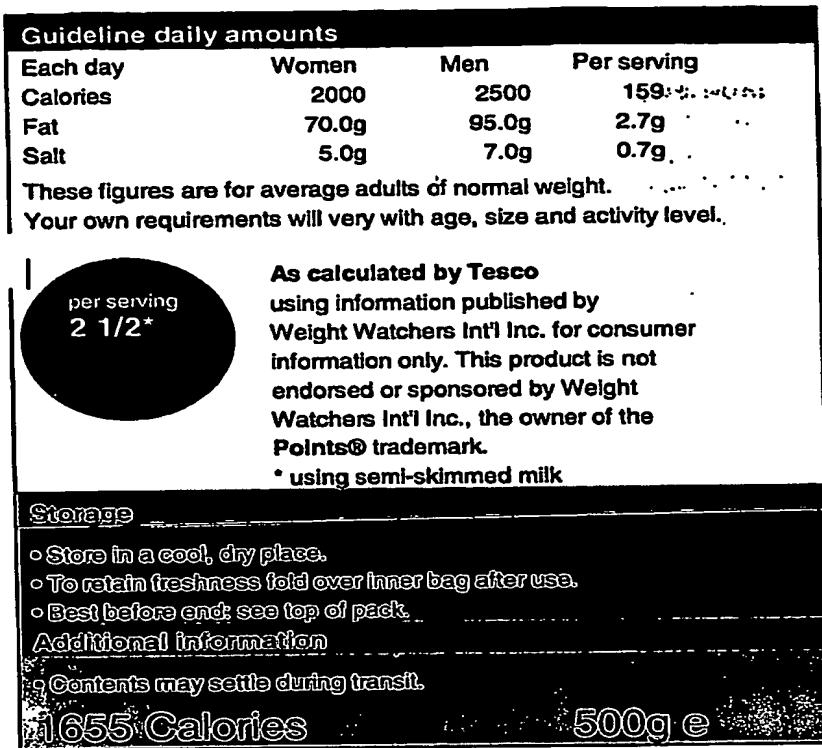


Figure 16: Tesco, Bran Flakes Healthy Living Option 1 – Information is stated per 100 calories of product and per 100 calories of product with 59 calories of semi-skimmed milk

The leading message in option 1 is caloric. As in the original label, there is a statement of macro and micronutrient content per serving (30g or 100 calories in both cases) with a serving of milk (125ml or 59 calories in both cases). However, whereas in the original label the servings are defined in weight and volume units, in option 1 they are defined in caloric units. Further, instead of stating macro and micronutrient content per 100gr of product, option 1 states the nutritional content per 100 calories of product, which happens to be the defined serving size. Further, the total content of the package is stated in calories and not only in weight units.

SAFETY ADVICE

- Contains wheat, gluten
- This Product may contain traces of nuts, as it has been made in a factory that uses nut ingredients.

V Suitable for vegetarians**Ingredients**

Wheat, Wheat Bran, Sugar, Malt Extract, Salt, Niacin, Iron, Pantothenic Acid, Thiamin, Riboflavin, Vitamin B₆, Folic Acid, Vitamin D, Vitamin B₁₂.

Nutrition

Total CENTICALS: 16.55. 1 CENTICAL (30g) serving of Healthy Living Bran Flakes typically contains at least 30% of the recommended daily allowance of Vitamin D, Thiamin (B₁), Riboflavin (B₂), Niacin, Vitamin B₆, Folic Acid, Vitamin B₁₂, Pantothenic Acid and Iron.

Typical Composition Weight	1 CENTICAL provides 30g	Energy	1 CENTICAL (30g/1 oz) serving with 0.59 CENTICAL (125ml) semi-skimmed milk provides
Protein	3g	7.2g	
Carbohydrate of which sugars	20.1g 5.2g	26.4g 11.4g	
Fat of which saturates	0.72g 0.2g	2.7g* 1.5g	
Fibre**	4.2g	4.2g	
Sodium	0.2g	0.3g	
Vitamines/Minerals			
Vitamin D	1.5µg (30% RDA)	1.5 µg (30% RDA)	
Thiamin (B₁)	0.4mg (30% RDA)	0.5mg (34% RDA)	
Riboflavin (B₂)	0.5mg (30% RDA)	0.7mg (44% RDA)	
Niacin	5.4mg (30% RDA)	6.5mg (36% RDA)	
Vitamin B₆	0.6mg (30% RDA)	0.7mg (34% RDA)	
Folic Acid	120.0µg (60% RDA)	127.5µg (64% RDA)	
Vitamin B₁₂	0.3µg (30% RDA)	0.8µg (80% RDA)	
Pantothenic Acid	1.8mg (30% RDA)	2.2mg (37% RDA)	
Iron	4.2mg (30% RDA)	4.3mg (30% RDA)	

RDA = Recommended Daily Allowance

This pack contains 16 servings.

A serving of 1 CENTICAL (30g) contains the equivalent of approx. 0.7g of salt.

* CENTICALs/Fat per serving with whole milk: 1.83kcal/5.6g

CENTICALs/Fat per serving with skimmed milk: 1.42kcal/0.8g

** Fibre has been determined by AOAC analysis.

Guideline daily amounts			
Each day	Women	Men	Per serving
CENTICALS	20	25	1.59
Fat	70.0g	95.0g	2.7g
Salt	5.0g	7.0g	0.7g

These figures are for average adults of normal weight.
Your own requirements will vary with age, size and activity level.

per serving
2 1/2*

As calculated by Tesco
using information published by
Weight Watchers Int'l Inc. for consumer
information only. This product is not
endorsed or sponsored by Weight
Watchers Int'l Inc., the owner of the
Points® trademark.
* using semi-skimmed milk

Storage

- Store in a cool, dry place.
- To retain freshness fold over inner bag after use.
- Best before end: see top of pack.

Additional information

- Contents may settle during transit.

16.55 CENTICALS 500g e

Figure 17: Tesco, Bran Flakes Healthy Living Option 2 – Information is stated per 1 CENTICAL of product (which equals one serving) and per 1 CENTICAL of product with 0.59 CENTICALs of semi-skimmed milk. Guideline daily amounts are also stated relative a daily calorie budget given in CENTICAL units.

Option 2 is the same as option 1, except that CENTICAL units are used instead of calories.

CONTAINS WHEAT

- Contains wheat, gluten
- This Product may contain traces of nuts, as it has been made in a factory that uses nut ingredients.

V Suitable for vegetarians**Ingredients**

Wheat, Wheat Bran, Sugar, Malt Extract, Salt, Niacin, Iron, Pantothenic Acid, Thiamin, Riboflavin, Vitamin B₆, Folic Acid, Vitamin D, Vitamin B₁₂.

Nutrition

Total CENTICALs 16. 1 CENTICAL (30g) serving of Healthy Living Bran Flakes typically contains at least 30% of the recommended daily allowance of Vitamin D, Thiamin (B₁), Riboflavin (B₂), Niacin, Vitamin B₆, Folic Acid, Vitamin B₁₂, Pantothenic Acid and Iron.

Typical Composition Weight	1 CENTICAL provides 30g	1 CENTICAL (30g/1oz) serving with 0.5 CENTICALs (106ml) semi-skimmed milk provides
Protein	3g	6.5g
Carbohydrate	20.1g	25.4g
of which sugars	5.2g	10.4g
Fat	0.72g	2.4g*
of which saturates	0.2g	1.3g
Fibre**	4.2g	4.2g
Sodium	0.2g	0.3g
Vitamines/Minerals		
Vitamin D	1.5µg (30% RDA)	1.5 µg (30% RDA)
Thiamin (B ₁)	0.4mg (30% RDA)	0.5mg (34% RDA)
Riboflavin (B ₂)	0.5mg (30% RDA)	0.7mg (44% RDA)
Niacin	5.4mg (30% RDA)	6.3mg (35% RDA)
Vitamin B ₆	0.6mg (30% RDA)	0.7mg (34% RDA)
Folic Acid	120.0µg (60% RDA)	126.3µg (63% RDA)
Vitamin B ₁₂	0.3µg (30% RDA)	0.7µg (72% RDA)
Pantothenic Acid	1.8mg (30% RDA)	2.1mg (36% RDA)
Iron	4.2mg (30% RDA)	4.3mg (30% RDA)

RDA = Recommended Daily Allowance

This pack contains 16 CENTICAL servings.

A serving of 1 CENTICAL (30g) contains the equivalent of approx. 0.7g of salt.

* CENTICALs/Fat per serving with whole milk: 2.0kcal/5.6g.

CENTICALs/Fat per serving with skimmed milk: 1.5kcal/0.8g

** Fibre has been determined by AOAC analysis.

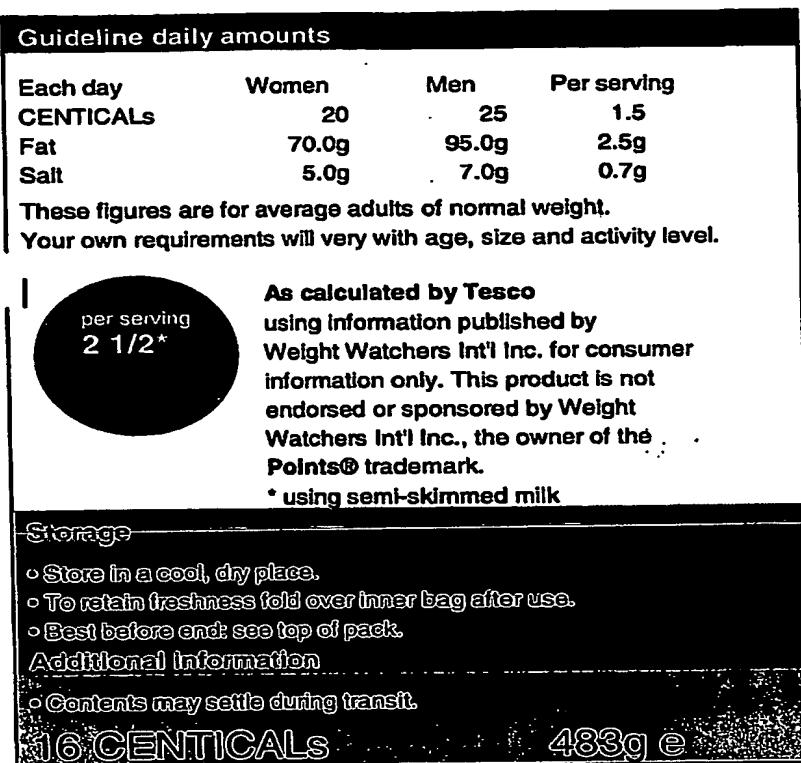


Figure 18: Tesco, Bran Flakes Healthy Living Option 3: Information is stated per 1 CENTICAL of product (which equals one serving) and per 1 CENTICAL of product with 0.5 CENTICALs of semi-skimmed milk. Total content is changed in order to make it a multiple of CENTICAL – the recommended serving size.

As in option 2, the basic focus of the label in option 3 is CENTICAL in nature. Information is stated per 1 CENTICAL serving of product. However, as opposed to option 2, in option 3 not only the basic serving size is a multiple of half-CENTICALs—other important sizes relating to the product—the amount of milk consumed with a basic serving and the total content of the package—are also adjusted to make them fit more naturally into the CENTICAL concept. In option 3 the amount of semi-skimmed milk consumed with a 1-CENTICAL serving of product is reduced from 0.59 CENTICALs to 0.5 CENTICALs. The total content of the package is reduced by 3% in order to make it too a multiple of CENTICALs.

- Contains wheat, gluten
- This Product may contain traces of nuts, as it has been made in a factory that uses nut ingredients.

V Suitable for vegetarians

Ingredients

Wheat, Wheat Bran, Sugar, Malt Extract, Salt, Niacin, Iron, Pantothenic Acid, Thiamin, Riboflavin, Vitamin B₆, Folic Acid, Vitamin D, Vitamin B₁₂.

Nutrition

Total Calories 1600. 100 calories (30g) serving of Healthy Living Bran Flakes typically contains at least 30% of the recommended daily allowance of Vitamin D, Thiamin (B₁), Riboflavin (B₂), Niacin, Vitamin B₆, Folic Acid, Vitamin B₁₂, Pantothenic Acid and Iron.

Typical Composition	100 calories provide	100 calories (30g/1oz) serving with 50 calories (106ml) semi-skimmed milk provides
Weight	30g	Energy 632kJ 150kcal*
Weight		
Protein	3g	6.5g
Carbohydrate	20.1g	25.4g
of which sugars	5.2g	10.4g
Fat	0.72g	2.4g*
of which saturates	0.2g	1.3g
Fibre**	4.2g	4.2g
Sodium	0.2g	0.3g
Vitamines/Minerals		
Vitamin D	1.5µg (30% RDA)	1.5 µg (30% RDA)
Thiamin (B₁)	0.4mg (30% RDA)	0.5mg (34% RDA)
Riboflavin (B₂)	0.5mg (30% RDA)	0.7mg (44% RDA)
Niacin	5.4mg (30% RDA)	6.3mg (35% RDA)
Vitamin B₆	0.6mg (30% RDA)	0.7mg (34% RDA)
Folic Acid	120.0µg (60% RDA)	126.3µg (63% RDA)
Vitamin B₁₂	0.3µg (30% RDA)	0.7µg (72% RDA)
Pantothenic Acid	1.8mg (30% RDA)	2.1mg (36% RDA)
Iron	4.2mg (30% RDA)	4.3mg (30% RDA)

RDA = Recommended Daily Allowance

This pack contains 16 100 calories servings.

A serving of 100 calories (30g) contains the equivalent of approx. 0.7g of salt.

* Calories/Fat per serving with whole milk: 200kcal/5.6g

Calories/Fat per serving with skimmed milk: 150kcal/0.8g

** Fibre has been determined by AOAC analysis.

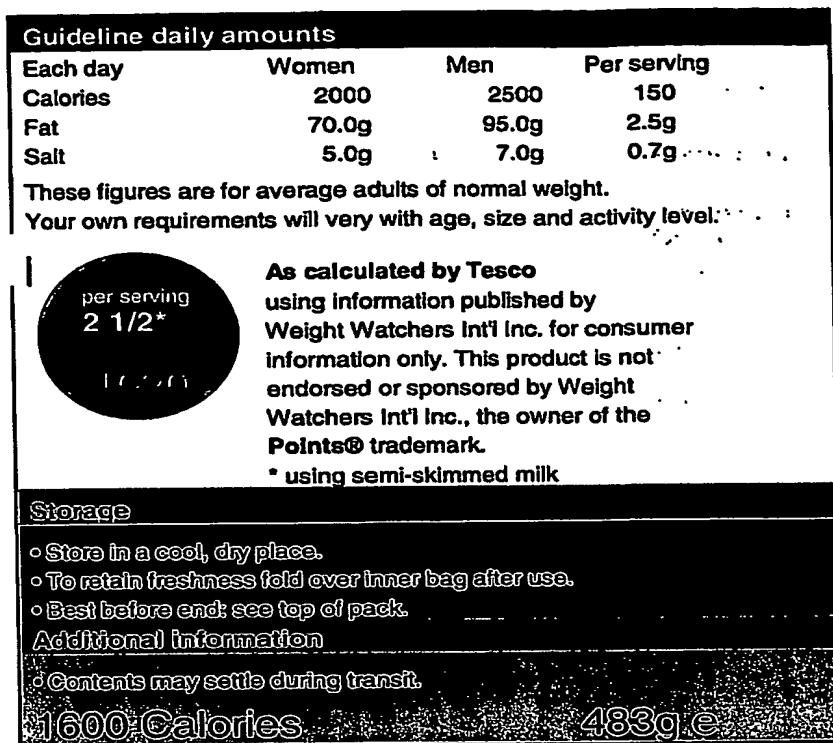


Figure 19: Tesco, Bran Flakes Healthy Living , Option 4 – Information is stated per 100 calories of product (which equals one serving) and per 100 calories of product with 50 calories of semi-skimmed milk. Total content is changed in order to make it a multiple of 100 calories, the recommended serving size.

Option 4 is the same as option 2, except that information is stated relative to 100 calories rather than relative to 1 CENTICAL.

Example No. 4: Kraft Food's Breyers Yogurt -- Creme Savers Raspberries & Creme Swirled Yogurt

The Creme Savers Raspberries & Creme Swirled Yogurt container contains 227g of product, defined as one serving. Figure 20 shows the information copied from the current product labeling. The current labels state the total weight of the package and the macro and micronutrient content per container, i.e. serving.



N u t r i t i o n F a c t s																							
Serving Size 227g																							
Servings per package 1																							
Amount Per Serving																							
Calories 230	Calories from Fat 25																						
		% Daily Value*																					
Total Fat 3g	5%																						
Saturated Fat 2g	10%																						
Cholesterol 25mg	8%																						
Sodium 230mg	10%																						
Potassium 320mg	9%																						
Total Carbohydrate 44g	15%																						
Dietary Fiber 0g	0%																						
Sugars 36g																							
Proteins 7g																							
Vitamin A 0%	* Vitamin C 0% :																						
Calcium 20%	* Iron 0%																						
* Percent Daily values are based on 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:																							
<table> <thead> <tr> <th></th> <th>Calories: 2,000</th> <th>2,500</th> </tr> </thead> <tbody> <tr> <td>Total Fat</td> <td>Less Than 65g</td> <td>80g</td> </tr> <tr> <td>Sat Fat</td> <td>Less Than 20g</td> <td>25g</td> </tr> <tr> <td>Cholesterol</td> <td>Less Than 300mg</td> <td>300mg</td> </tr> <tr> <td>Sodium</td> <td>Less Than 2,400mg</td> <td>2,400mg</td> </tr> <tr> <td>Total Carbohydrates</td> <td>300g</td> <td>375g</td> </tr> <tr> <td>Fiber</td> <td>25g</td> <td>30g</td> </tr> </tbody> </table>				Calories: 2,000	2,500	Total Fat	Less Than 65g	80g	Sat Fat	Less Than 20g	25g	Cholesterol	Less Than 300mg	300mg	Sodium	Less Than 2,400mg	2,400mg	Total Carbohydrates	300g	375g	Fiber	25g	30g
	Calories: 2,000	2,500																					
Total Fat	Less Than 65g	80g																					
Sat Fat	Less Than 20g	25g																					
Cholesterol	Less Than 300mg	300mg																					
Sodium	Less Than 2,400mg	2,400mg																					
Total Carbohydrates	300g	375g																					
Fiber	25g	30g																					

Figure 20: Creme Savers Raspberries & Creme Swirled Yogurt, current label

Since caloric content of a serving/container is not a multiple of 100 or 50 calories, the product does not fit as is into the CENTICAL method. Labeling, however, can be made calorie-based even without changing the product. Figures 21-24 show calorie-focused labels that can be used with the original product. Options 25-26 show calorie-focused labels used with a version of the product adapted for use within the CENTICAL method. Options 27-28 show carbohydrate-focused labels that address the needs of consumers whose primary nutritional goal is to reduce total carbohydrate consumption, i.e., consumers who define a daily carbohydrate budget rather than a daily caloric budget.

N u t r i t i o n F a c t s		
Total Calories 230		
Portions per package 1		
Amount Per Portion		
Weight 227g	Calories from Fat 25	
% Daily Value*		
Total Fat 3g	5%	
Saturated Fat 2g	10%	
Cholesterol 25mg	8%	
Sodium 230mg	10%	
Potassium 320mg	9%	
Total Carbohydrate 44g	15%	
Dietary Fiber 0g	0%	
Sugars 36g		
Proteins 7g		
Vitamin A 0%	* Vitamin C 0%	
Calcium 20%	* Iron 0%	
* Percent Daily values are based on 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
Calories:	2,000	2,500
Total Fat	Less Than	65g
Sat Fat	Less Than	20g
Cholesterol	Less Than	300mg
Sodium	Less Than	2,400mg
Total Carbohydrates		300g
Fiber		25g
		375g
		30g

Front of package markings:
230 calories

Figure 21: Creme Savers Raspberries & Creme Swirled Yogurt, Option 1 – information stated per serving (i.e. total container), which is defined in calories.

As in the original label, option 1 states the macro and micronutrient content per container (*i.e.*, serving). But whereas the original label defines the content of the container in weight units, option 1 defines it in calories. Caloric content here is the leading message. Total weight is given per total calories, as opposed to the other way around in the original label.

N u t r i t i o n F a c t s		
Total Calories 230		
Portions per package 1		
Amount Per 100 Calories	No. of 100 Calorie Units in package: 2.3	
Weight 89g	Calories from Fat 11	
	% Daily Value*	
Total Fat 1.3g	2%	
Saturated Fat 0.9g	4%	
Cholesterol 10.9mg	3%	
Sodium 100mg	4%	
Potassium 139mg	4%	
Total Carbohydrate 4.5g	7%	
Dietary Fiber 0g	0%	
Sugars 16g		
Proteins 7g		
Vitamin A 0%	* Vitamin C 0%	
Calcium 9%	* Iron 0%	
* Percent Daily values are based on 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
Calories: 2,000 2,500		
Total Fat	Less Than 65g	80g
Sat Fat	Less Than 20g	25g
Cholesterol	Less Than 300mg	300mg
Sodium	Less Than 2,400mg	2,400mg
Total Carbohydrates	300g	375g
Fiber	25g	30g

Front of package markings:

230 calories

Figure 22: Creme Savers Raspberries & Creme Swirled Yogurt, Option 2 – Information stated per 100 calories.

As in option 1, option 2 states the total content of the container in calories. But rather than stating the macro and micronutrient content per container, option 2 states the information per 100 calories. This makes it easier to compare the

benefits of 100 calories of product to the benefits of 100 calories of another different food (whether within the same food group/category or in different food groups/categories).

N u t r i t i o n F a c t s																							
Total CENTICALs 2.3																							
CENTICALs Per Portion 2.3																							
Amount Per Portion																							
Weight 227g	CENTICALs from Fat 0.25																						
	% Daily Value*																						
Total Fat 3g	5%																						
Saturated Fat 2g	10%																						
Cholesterol 25mg	8%																						
Sodium 230mg	10%																						
Potassium 320mg	9%																						
Total Carbohydrate 44g	15%																						
Dietary Fiber 0g	0%																						
Sugars 36g																							
Proteins 7g																							
Vitamin A 0%	* Vitamin C 0%																						
Calcium 20%	* Iron 0%																						
* Percent Daily values are based on 20 CENTICALs diet. Your daily values may be higher or lower depending on your calorie needs:																							
<table> <thead> <tr> <th></th> <th>CENTICALs: 20</th> <th>25</th> </tr> </thead> <tbody> <tr> <td>Total Fat</td> <td>Less Than 65g</td> <td>80g</td> </tr> <tr> <td>Sat Fat</td> <td>Less Than 20g</td> <td>25g</td> </tr> <tr> <td>Cholesterol</td> <td>Less Than 300mg</td> <td>300mg</td> </tr> <tr> <td>Sodium</td> <td>Less Than 2,400mg</td> <td>2,400mg</td> </tr> <tr> <td>Total Carbohydrates</td> <td>300g</td> <td>375g</td> </tr> <tr> <td>Fiber</td> <td>25g</td> <td>30g</td> </tr> </tbody> </table>				CENTICALs: 20	25	Total Fat	Less Than 65g	80g	Sat Fat	Less Than 20g	25g	Cholesterol	Less Than 300mg	300mg	Sodium	Less Than 2,400mg	2,400mg	Total Carbohydrates	300g	375g	Fiber	25g	30g
	CENTICALs: 20	25																					
Total Fat	Less Than 65g	80g																					
Sat Fat	Less Than 20g	25g																					
Cholesterol	Less Than 300mg	300mg																					
Sodium	Less Than 2,400mg	2,400mg																					
Total Carbohydrates	300g	375g																					
Fiber	25g	30g																					

Front of package markings:

2.3 CENTICALs

Figure 23: Creme Savers Raspberries & Creme Swirled Yogurt, Option 3: Information stated per portion, defined in CENTICAL units.

As in the original label, the macro and micronutrient content are stated per portion (container). However, the size of the portion is defined in CENTICAL units, and daily values are also given relative to different daily CENTICAL budgets.

N u t r i t i o n F a c t s		
Total CENTICALS 2.3		
CENTICALs Per Portion 2.3		
Amount Per CENTICAL		
Weight 99g	Calories from Fat 11	
	% Daily Value*	
Total Fat 1.3g	2%	
Saturated Fat 0.9g	4%	
Cholesterol 10.9mg	3%	
Sodium 100mg	4%	
Potassium 139mg	4%	
Total Carbohydrate 4.5g	7%	
Dietary Fiber 0g	0%	
Sugars 16g		
Proteins 7g		
Vitamin A 0%	* Vitamin C 0%	
Calcium 9%	* Iron 0%	
* Percent Daily values are based on 20 CENTICALs diet. Your daily values may be higher or lower depending on your calorie needs:		
	Centicals:	20 25
Total Fat	Less Than	65g 80g
Sat Fat	Less Than	20g 25g
Cholesterol	Less Than	300mg 300mg
Sodium	Less Than	2,400mg 2,400mg
Total Carbohydrates		300g 375g
Fiber		25g 30g

Front of package markings:

2.3 CENTICALS

Figure 24: Creme Savers Raspberries & Creme Swirled Yogurt, Option 4 – Information stated per CENTICAL of product.

As in option 2, information is stated not relative to the entire container, but relative to a caloric unit, here – the CENTICAL. Total content is also stated in CENTICAL units and daily values are stated relative to daily CENTICAL budgets.

N u t r i t i o n F a c t s		
Total CENTICALs: 2		
Amount Per Portion		
Weight 197g	Calories from Fat 22	
	% Daily Value*	
Total Fat 3g	5%	
Saturated Fat 2g	10%	
Cholesterol 22mg	7%	
Sodium 203mg	9%	
Potassium 282mg	8%	
Total Carbohydrate 39g	13%	
Dietary Fiber 0g	0%	
Sugars 32g		
Proteins 6g		
Vitamin A 0%	* Vitamin C 0%	
Calcium 18%	* Iron 0%	

* Percent Daily values are based on 20 CENTICALs diet. Your daily values may be higher or lower depending on your calorie needs:

Centicals:	20	25	
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrates		300g	375g
Fiber		25g	30g

Front of package markings:

2 CENTICALs

Figure 25: Creme Savers Raspberries & Creme Swirled Yogurt, Option 5 – Information is stated per portion, which is defined in CENTICAL units. Total content is changed in order to make it a multiple of CENTICALs.

As in option 3, macro and micronutrient content are stated per portion (container), which is defined in CENTICAL units. Daily values are also given relative to different daily CENTICAL budgets. However, in option 5 the total content of the package is reduced by 13% to make it a multiple of CENTICALs. This altered product conforms to the preferred embodiment of the CENTICAL method – fitting into a line of products such that their total contents and/or the basic portions are multiples of CENTICALs or half CENTICALs.

N u t r i t i o n F a c t s			
Total Calories 200			
Amount Per Portion			
Weight 197g	Calories from Fat 22		
	% Daily Value*		
Total Fat 3g	5%		
Saturated Fat 2g	10%		
Cholesterol 22mg	7%		
Sodium 203mg	9%		
Potassium 282mg	8%		
Total Carbohydrate 39g	13%		
Dietary Fiber 0g	0%		
Sugars 32g			
Proteins 6g			
Vitamin A 0%	* Vitamin C 0%		
Calcium 18%	* Iron 0%		
* Percent Daily values are based on 2,000 Calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
Calories:	2,000	2,500	
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrates		300g	375g
Fiber		25g	30g

Front of package markings:

200 calories

Figure 26: Creme Savers Raspberries & Creme Swirled Yogurt, Option 6 – Information is stated per portion, which is defined in caloric units. Total content is changed in order to make it a multiple of 100 calories.

Option 6 is the same as option 5, except that caloric content is stated in calories rather than CENTICALs.

N u t r i t i o n F a c t s				
Total Carbs: 44g				
Servings per package 1				
Amount Per Serving				
Weight 227g				
Calories 230	Calories from Fat 25			
	% Daily Value*			
Total Fat 3g	5%			
Saturated Fat 2g	10%			
Cholesterol 25mg	8%			
Sodium 230mg	10%			
Potassium 320mg	9%			
Total Carbohydrate 44g	15%			
Dietary Fiber 0g	0%			
Sugars 36g				
Proteins 7g				
Vitamin A 0%	* Vitamin C 0%			
Calcium 20%	* Iron 0%			
* Percent Daily values are based on Xg				
CARBS diet. Your daily values may be higher				
or lower depending on your carbohydrate limit:				
Carbs:	X	Y		
Total Fat	Less Than	To be defined		
Sat Fat	Less Than	To be defined		
Cholesterol	Less Than	To be defined		
Sodium	Less Than	To be defined		
Total Calories	To be defined			
Fiber		To be defined		

Front of package markings:

44g Carbs

Figure 27: Creme Savers Raspberries & Creme Swirled Yogurt, Option 7 – Information is stated per container, which is defined terms of its carbohydrate contents.

Option 7 stresses carbohydrate content, stating nutritional information relative to the portion/package, whose content is defined in terms of carbohydrate contents (44g). This label caters to the needs of subjects whose primary nutritional goal is to limit carbohydrate consumption. It is assumed here that recommended daily values will be defined relative to different carbohydrate budgets.

N u t r i t i o n F a c t s				
Total Carbs: 40g				
Servings per package 1				
Amount Per Serving				
Weight 206g				
Calories 209	Calories from Fat 23			
% Daily Value*				
Total Fat 3g	5%			
Saturated Fat 2g	9%			
Cholesterol 23mg	7%			
Sodium 209mg	9%			
Potassium 291mg	9%			
Total Carbohydrate 40g	15%			
Dietary Fiber 0g	0%			
Sugars 33g				
Proteins 6g				
Vitamin A 0%	* Vitamin C 0%			
Calcium 18%	* Iron 0%			
* Percent Daily values are based on X CARBs diet. Your daily values may be higher or lower depending on your carbohydrate limit:				
Carbs: X Y				
Total Fat	Less Than	To be defined		
Sat Fat	Less Than	To be defined		
Cholesterol	Less Than	To be defined		
Sodium	Less Than	To be defined		
Total Calories		To be defined		
Fiber	To be defined			

Front of package markings:

40g Carbs

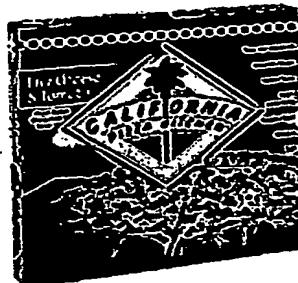
Figure 28: Creme Savers Raspberries & Creme Swirled Yogurt, Option 8 – Information is stated per container, which is defined terms of its carbohydrate contents. Total content is modified to make it a multiple of 10g carbohydrates.

As in option 7, option 8 is focused on carbohydrates. The difference is that the total content of the container is reduced by 9% to make it a multiple of 10g carbohydrates. This will allow the product to be used within an embodiment of the CENTICAL method in which foods are sold in packages and/or portions that contain a multiple of predetermined carbohydrates content (e.g. 10g.). In this respect, option 8 is similar to options 5 and 6 – in all these options the total package content is modified to make it a multiple of a chosen base nutritional content unit (1 CENTICAL in option 5, 100 calories in option 6, 10g of

carbohydrates in option 8), intended to be one of a line of products likewise provided in multiples of the chosen nutritional unit.

Example No. 5: California Pizza Kitchen - Five Cheese & Tomato Pizza

The California Pizza Kitchen Five Cheese & Tomato Pizza package contains 6 servings of 129g each.



N u t r i t i o n F a c t s

Serving Size 129g

Servings per package 6

Amount Per Serving

Calories	350	Calories from Fat 140
% Daily Value*		
Total Fat	15g	23%
Saturated Fat	8g	40%
Cholesterol	35mg	12%
Sodium	770mg	32%
Total Carbohydrate	35g	12%
Dietary Fiber	2g	
Sugars	7g	
Protein	18g	
Vitamin A	6%	* Vitamin C 0%
Calcium	35%	* Iron 8%

* Percent Daily values are based on 2,000 calorie diet.

Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrates		300g	375g
Fiber		25g	30g

Figure 29: California Pizza Kitchen Five Cheese & Tomato Pizza - Information copied from original label.

Information on the original label is stated per portion. Our assumption is that portions are clearly marked on the product itself, and their size is stated in terms of weight.

Since both the individual portions and the total container contain a multiple of 50 calories, the product fits as is into the CENTICAL method.

N u t r i t i o n F a c t s		
Total Calories	2,100	Calories from fat per portion: 140
Calories Per Portion	350	Calories from fat per 100 calories: 39
Amount Per Portion		Portions per Package 6
Weight		129g
% Daily Value*		
Total Fat	15g	23%
Saturated Fat	8g	40%
Cholesterol	35mg	12%
Sodium	770mg	32%
Total Carbohydrate	35g	12%
Dietary Fiber	2g	
Sugars	7g	
Protein	18g	
Vitamin A	6%	* Vitamin C 0%
Calcium	35%	* Iron 8%
* Percent Daily values are based on 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
Calories: 2,000 2,500		
Total Fat	Less Than	65g 80g
Sat Fat	Less Than	20g 25g
Cholesterol	Less Than	300mg 300mg
Sodium	Less Than	2,400mg 2,400mg
Total Carbohydrates		300g 375g
Fiber		25g 30g

Front of package markings:

2100 calories

Or

6x350 calories

(assuming portions are clearly marked on the pizza)

Figure 30: California Pizza Kitchen Five Cheese & Tomato Pizza, Option 1: Information stated per portion, defined in terms of its caloric content.

As in the original label, information in option 1 is stated per portion, but the size of the portions is stated in terms of their caloric content. The leading message in the label is caloric – weight is stated per calorically-defined portion rather than the other way around.

N u t r i t i o n F a c t s		
Total Calories 2,100		
Calories Per Portion 350	Calories from Fat 140	
Amount Per 100 Calories	100 Calorie Units in Portion: 3.5	
Weight	37g	
% Daily Value*		
Total Fat	4.3g	6.5%
Saturated Fat	2.3g	11.5%
Cholesterol	10mg	3.5%
Sodium	220mg	9.0%
Total Carbohydrate	10g	3.5%
Dietary Fiber	0.6g	
Sugars	2g	
Protein	5.1g	
Vitamin A	1.7%	* Vitamin C 0%
Calcium	10%	* Iron 2.3%
* Percent Daily values are based on 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:		
	Calories:	2,000 2,500
Total Fat	Less Than	65g 80g
Sat Fat	Less Than	20g 25g
Cholesterol	Less Than	300mg 300mg
Sodium	Less Than	2,400mg 2,400mg
Total Carbohydrates		300g 375g
Fiber		25g 30g

Figure 31: California Pizza Kitchen Five Cheese & Tomato Pizza, Option 2: Information stated per 100 calories of product.

Option 2 states macro and micronutrient content and weight per 100 calories of product rather than per portion. This facilitates a comparison of the benefits of the product with the benefits of the same number of calories obtained from a different food (whether within the same food group/category or in different food groups/categories).

Front of package markings:

2100 calories

Or

6x350 calories

(assuming portions are clearly marked on the pizza)

N u t r i t i o n F a c t s			
Total CENTICALs 21			
CENTICALs Per Portion 3.5 CENTICALs from Fat per portion: 1.4			
Amount Per Portion		Portions per Package 6	
Weight		129g	
% Daily Value*			
Total Fat	15g	23%	
Saturated Fat	8g	40%	
Cholesterol	35mg	12%	
Sodium	770mg	32%	
Total Carbohydrate	35g	12%	
Dietary Fiber	2g		
Sugars	7g		
Protein	18g		
Vitamin A	6%	* Vitamin C 0%	
Calcium	35%	* Iron 8%	
* Percent Daily values are based on 20 CENTICAL diet. Your daily values may be higher or lower depending on your calorie needs:			
CENTICALs: 20 25			
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrates		300g	375g
Fiber		25g	30g

Front package markings:

21 CENTICALs

Or

6x3.5

CENTICALs

(assuming portions are clearly marked on the pizza)

Figure 32: California Pizza Kitchen Five Cheese & Tomato Pizza, Option 3: Information stated per portion, defined in terms of its CENTICAL content.

Option 3 is the same as option 1, except that portion size is defined in CENTICAL units rather than calories. The leading message, therefore, has a CENTICAL focus.

N u t r i t i o n F a c t s		
Total CENTICALs (100 calorie units) 21	CENTICALs from fat per portion: 1.4	
CENTICALs Per Portion 3.5	CENTICALs from Fat per CENTICAL: 0.39	
Amount Per CENTICAL		
Weight	37g	
% Daily Value*		
Total Fat	4.3g	6.5%
Saturated Fat	2.3g	11.5%
Cholesterol	10mg	3.5%
Sodium	220mg	9.0%
Total Carbohydrate	10g	3.5%
Dietary Fiber	0.6g	
Sugars	2g	
Protein	5.1g	
Vitamin A	1.7%	* Vitamin C 0%
Calcium	10%	* Iron 2.3% 2.3%

* Percent Daily values are based on 20 CENTICAL diet. Your daily values may be higher or lower depending on your calorie needs:

	CENTICALs: 20	25
Total Fat	Less Than 65g	80g
Sat Fat	Less Than 20g	25g
Cholesterol	Less Than 300mg	300mg
Sodium	Less Than 2,400mg	2,400mg
Total Carbohydrates	300g	375g
Fiber	25g	30g

Front of package markings:

21 CENTICALs

Or

6×3.5

CENTICALs

(assuming portions are clearly marked on the pizza)

Figure 33: California Pizza Kitchen Five Cheese & Tomato Pizza, Option 4: Information stated per CENTICAL of product.

Option 4 is the same as option 2, except that it states macro and micronutrient content and weight per CENTICAL of product rather than per 100 calories. The leading message therefore has a CENTICAL focus and the label facilitates comparison of benefits of one CENTICAL of the product with the benefits of one CENTICAL quantities of other foods.

N u t r i t i o n F a c t s					
Total Calories 2,100			Calories from Fat/portion: 140		
Calories Per Portion 350			Calories from Fat/100Cals: 40		
Portions per Package 6					
Amount	Per Portion	Per 100 Calories	Per Portion	Per 100 calories	
Weight	129g	37g			
Price		\$0.2			
% Daily Value*					
Total Fat	15g	4.3g	23%	6.5%	
Saturated Fat	8g	2.3g	40%	11.5%	
Cholesterol	35mg	10mg	12%	3.5%	
Sodium	770mg	220mg	32%	9.0%	
Total carbohydrate	35g	10g	12%	3.5%	
Dietary Fiber	2g	0.6g			
Sugars	7g	2g			
Protein	18g	5.1g			
Vitamin A	6%	1.7%	* Vitamin C	0%	0%
Calcium	35%	10%	* Iron	8%	2.3%

* Percent Daily values are based on 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrates		300g	375g
Fiber		26g	30g

Figure 34: California Pizza Kitchen Five Cheese & Tomato Pizza, Option 5: Information stated per portion defined in calories and per 100 calories of product.

Option 5 essentially combines options 1 and 2. It states macro and micronutrient content per portion defined in terms of caloric content and per 100 calories. Price and weight are also stated per 100 calories.

N u t r i t i o n F a c t s

Total CENTICALS 21

CENTICALS Per Portion 3.5

Portions per Package 6

Amount	Per Portion	Per CENTICAL	Per Portion	Per CENTICAL
Weight	129g	37g		
Price		\$0.2		
			% Daily Value*	
Total Fat	15g	4.3g	23%	6.5%
Saturated Fat	8g	2.3g	40%	11.5%
Cholesterol	35mg	10mg	12%	3.5%
Sodium	770mg	220mg	32%	9.0%
Total carbohydrate	35g	10g	12%	3.5%
Dietary Fiber	2g	0.6g		
Sugars	7g	2g		
Protein	18g	5.1g		
Vitamin A	6%	1.7%	* Vitamin C	0%
Calcium	35%	10%	* Iron	8% 2.3%

* Percent Daily values are based on a 20 CENTICAL diet. Your daily values may be higher or lower depending on your calorie needs:

	CENTICALS:	20	25
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrates		300g	375g
Fiber		25g	30g

Figure 35: California Pizza Kitchen Five Cheese & Tomato Pizza, Option 6: Information stated per portion defined in CENTICALs and per 1 CENTICAL of product.

Option 6 is the same as option 5, except that caloric values are stated in CENTICALs rather than in calories.

Claims:

1. A method of marking the content of substances of a food product comprising identifying on a package of said food product a quantity of at least one substance present in said food product per a predetermined number of calories characterizing said food products.
2. A food package implementing the method of claim 1.
3. A method of marking a relative price of a food product comprising identifying on a package of said food product a price per a predetermined number of calories characterizing said food products.
4. A food package implementing the method of claim 2.

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